

Message Text

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PAGE 01 STATE 111543
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/CAGNE/DTENNEY/MJJ
APPROVED BY EB/OCA/CD/REDAY
COM/BIC/CAGNE/PHALE
COM/BIC/OED/WADONAHOE
STATE/NEA/ARP/JZIOLKOWSKI

-----151810Z 011154 /45

R 151447Z MAY 77
FM SECSTATE WASHDC
TO AMEMBASSY KUWAIT

UNCLAS STATE 111543

E.O. 11652: N/A

TAGS: BEXP, KU

SUBJECT: ADS OPERATION

REF: (A) KUWAIT 1456; (B) KUWAIT 5450 OF 1976; (C) KUWAIT
A-27 OF 1976; (D) KUWAIT 2372

1. USDOC CANNOT AUTHORIZE POST TO INITIATE PROPOSED
CHANGES ADS PROCEDURES AS WOULD BE IN SUBSTANTIAL
VARIATION WITH 10 FAM 315 WHICH LIMITS FOREIGN SERVICE
POSTS FROM PROVIDING COMMERCIAL DATA IN RESPONSE TO TRADE
INQUIRIES. USDOC EXPERIENCE IS THAT WHEN EMBASSIES BEGIN
PROVIDING FREE SERVICE, SUCH AS PROPOSED NEWSLETTER
LISTING, U.S. FIRMS QUICKLY BECOME AWARE OF IT, INUNDATE
THE EMB WITH NUMEROUS TRADE LETTERS, AND SUBSEQUENTLY
BECOME UPSET IF THE SERVICE IS HALTED. WHAT INITIALLY
APPEARED TO BE A COST-CUTTING SERVICE WOULD LIKELY REQUIRE
AN INORDINATE AMOUNT OF THE COMMERCIAL OFFICE'S LIMITED
TIME AND MONEY.

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2. WE APPRECIATE POST'S COMMENTS RE SUITABILITY OF ADS
PROGRAM IN KUWAIT ALONG WITH SUGGESTIONS HOW IT MAY BE
BETTER UTILIZED. HOWEVER IT APPEARS THAT EMB IS (A) NOT
FAMILIAR HOW ADS PROGRAM IS HANDLED IN USDOC AND (B) UNDER

IMPRESSION THAT MUST PROVIDE PROSPECTS IRRESPECTIVE OF

PRODUCT'S MARKETABILITY.

3. BOTH LOCAL DOC OFFICES AND WASHINGTON NOW SCREEN ADS REQUESTS BEFORE THEY ARE SENT OVERSEAS. WE PARTICULARLY CONSIDER POST'S MARKET OPPORTUNITY REPORTING BEFORE SENDING THE REQUESTS. IN LINE WITH REFAIR WHICH STATES THAT MOST PRODUCTS OFFERED BY ADS ARE SUITABLE FOR KUWAIT MARKET AND THE EMB WOULD PREFER SEEING MOST REQUESTS, EVEN WHEN MARGINAL, IN ORDER TO DEVELOP INTEREST THERE AND REFTEL B WHICH ONLY QUALIFIED ORIGINAL STATEMENT BY STATING THAT EXCELLENT SALES OPPORTUNITIES IN MANY AREAS, MOST REQUESTS HAVE BEEN FORWARDED TO THE EMB.

4. IF UPON RECEIVING ADS, EMB FEELS PRODUCT HAS NO LOCAL MARKET AND/OR NOT ABLE LOCATE FIRMS CAPABLE AND INTERESTED IN HANDLING PRODUCT, BOTH REQUESTOR AND USDOC INTERESTED RECEIVING SUCH NEGATIVE INFO QUICKLY. WE DO NOT WANT TO EXPECT EMB TO SPEND CONSIDERABLE TIME SEARCHING FOR AN AGENT IF EMBASSY'S ASSESSMENT IS THAT THERE IS NOT LOCAL MARKET AND ANY POTENTIAL AGENT RESPONDING FAVORABLY WOULD BE DOING SO ONLY TO PLEASE EMB.

5. COMMEND SUGGESTION THAT FIRMS REQUESTING ADS THROUGH USDOC BE LISTED IN LOCALLY PRODUCED COMMERCIAL NEWSLETTER. HOWEVER, NOTE SHOULD BE PLACED WITH LISTING THAT PROSPECTIVE AGENT SHOULD CONTACT EMB RATHER THAN CORRESPONDING DIRECTLY WITH POTENTIAL SUPPLIER SO THAT EMB CAN REVIEW FIRMS CAPABILITY TO HANDLE PRODUCTS AND THEN FORWARD NAME TO USDOC). EVEN WHEN EMB REASONABLY SURE THERE IS NO UNCLASSIFIED

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MARKET FOR PRODUCT AND NOTIFIED USDOC, PRODUCT MIGHT STILL BE LISTED IN NEWSLETTER AS FIRM HAS PAID FOR GOVT SERVICES.

6. ACTION: WE SUGGEST THAT CAGNE CAN INITIALLY REVIEW PRODUCT LINES FOR THEIR MARKETABILITY WHEN ADS ORIGINALLY SUBMITTED. USDOC WILL FORWARD ALL REQUESTS FOR WHICH WE DETERMINE THERE MAY BE A MARKET. NOTE: CAGNE COULD HAVE AUTOMATICALLY ASSUMED THAT THERE IS A MARKET FOR ASPHALT PRODUCTS ON BASIS PREVIOUS EMB REPORTING AND KNOWLEDGE NEED FOR SUCH PRODUCTS IN CONSTRUCTION INDUSTRY. THIS ADS REQUEST WOULD HAVE GIVEN EMB EXCELLENT OPPORTUNITY TO TELEGRAPHICALLY NOTIFY USDOC OF LACK OF MARKET. THIS PROCEDURE SHOULD RESULT IN A REDUCTION IN THE EMB WORKLOAD.

7. EMB WILL FOLLOW-UP ADS REQUESTS THROUGH NORMAL PROCEDURES AND, FURTHER, LIST THEM IN PROPOSED NEWSLETTER. WE HAVE NO OBJECTION IF OTHER PRODUCTS ARE LISTED IN LETTER SUCH AS IS DONE BY OTHER EMBASSIES) AS LONG AS

UNDERSTANDING REACHED THAT FIRMS WRITING TO EMB WILL NOT
AUTOMATICALLY BE LISTED THERE AND THAT EMB WILL CONTINUE
TO FORWARD MOST TRADE CONTACT LETTERS TO USDOC FOR
RESPONSE. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Document Unique ID: 00
Drafter: BIC/CAGNE/DTENNEY/MJJ
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770172-1060
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770555/aaaabvme.tel
Line Count: 121
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2512780
Secure: OPEN
Status: NATIVE
Subject: ADS OPERATION
TAGS: BEXP, KU
To: KUWAIT
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/be364693-c288-dd11-92da-001cc4696bcc
Review Markings:
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